

Buy recycled paper

:30 second radio PSA

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Deb Sullivan of Marshfield and Claire Sullivan, SSRC)

"Ever wonder how your paper is made? Between home, work and school, an average household consumes a ton of paper products each year! And believe it or not, most of it is still made from wood pulp soup. Here's a standard recipe. Take 17 trees, chopped and chipped, and enough fuel to run your house for 2 months. Pressure cook in lye for a few hours, acid wash, bleach if needed, and dry.

But there's an easier way. Making paper from the urban forest is much cleaner and gentler. Your newspaper has about half recycled content, and your own waste paper could be in your cereal box. Did you know that you can choose recycled content paper by just taking a minute to look for it? Recycled copy paper is now just as good as virgin. Use both sides to get the most out of it! Recycled paper towels, envelopes and greeting cards are out there too.

So save the forest, close the loop and buy recycled! A little effort makes a big difference.

Brought to you by the South Shore Recycling Cooperative."